

Customer Experience and Integrated Marketing Communication in the Automotive Lubricants Market

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ABSTRACT

With the advent of new digital communication channels, the use of media for marketing purposes is changing dynamically and fundamentally. Also, the manners of using different media sources in order to obtain the requested information are diversified, which inevitably affects when, where and in what way potential customers choose certain brands. Accordingly, the aim of this paper is to identify the way in which customer makes the decision to purchase and consume a particular brand. This implies analyzing the key points of contact between the brand and customers, which leads to the desired profitability of the behavior of targeted customers. This paper presents the results of a research conducted in 2018, within the relevant group of respondents, for the automotive lubricant industry and the observed brand Nisotec. The obtained results indicated the complexity of the decision-making process of targeted customers, because they differ in the manner and degree of traditional and digital media use, customer behavior and attitude towards the industry and other interests, which conditions the brand response in terms of creating an optimal strategy of integrated marketing communications.

Key words: *Customer Experience; Customer Journey; Decision making; Integrated marketing communication; Digital communication channels; Automotive lubricants market*

JEL Classification: M31, M21

INTRODUCTION

Contemporary manners of doing business pose certain challenges to marketing practices, which is the result of a fact that customers, brands and media are fundamentally changing. Technology, and especially the Internet, is changing the way in which people communicate and establish interactions. With the frequent appearance of new media, customer habits are changing, as well as the manner in which they choose and use different media sources. Consequently, this affects the time, place and way of selecting a brand. Nowadays, customer attention is fragmented more than ever, and consuming several media sources at the same time means that customers are no longer passive, in the sense that they only receive information about brands through mass media such as print or TV, and remember or store them for later consideration. Instead, customers are now active and seek information as needed - through search engines, mobile devices, blogs and brand websites. New ways of communicating, however, allow for greater personalization of message content, time and location of message delivery, allowing businesses to use multiple types of media to achieve specific communication goals.

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Besides communication, i.e., choosing what and how to communicate, and at which points of contact, the focus of businesses is on customer experience, because customers now communicate with businesses through multiple points of contact and multiple channels and media. This results in more complex customer paths, from expressing interest for a product to realizing purchase and providing recommendations for others. The aim of this paper is to identify customer trajectories, critical points of contact and adequate marketing communication as a response to this, which leads to profitable customer behavior. The focus of this paper is the empirical testing of various forms of marketing - direct and indirect communication and measuring the effects of promotional activities on the sale of the Nisotec brand of motor oil products in the automotive lubricants market, i.e., identifying which marketing communication strategies contributed to achieving the company's goals regarding the Customer Journey.

From a broader perspective, this paper seeks to identify the way in which the customer makes the decision to buy and consume a particular brand, recognize critical points of contact, and identify responses in the form of adequate communication, which leads to the desired profitable behavior of targeted customers. In the focus of the analysis are the types and effects of motor oil brands marketing communication, customer confidence in the analyzed brand, as well as their visibility.

In this regard, the subject of analysis in this paper is the concept of integrated marketing communications (IMC). IMC refers to the concept of marketing activities planning, based on the realization of added value through the integration and synergistic action of various strategic activities such as advertising (propaganda), direct marketing, sponsorship, PR, and digital communications. In addition to the application of the IMC concept, which should serve as a basis, the emphasis within the modern communication strategy should be placed on digital communication. Today, digital communication takes precedence over traditional marketing, in terms of the achieved effects but also participation in annual marketing budgets.

LITERATURE REVIEW

Terms such as experience, experience management, customer/consumer experience, brand experience, customer experience management, as well as many similar derivative terms, which are basically synonymous, are gaining in importance in academic and professional literature (Domazet, 2018; Lemon & Verhoef, 2016).

Although the term customer experience is used in the literature, numerous authors talk about the experience alternately connecting it with both customers and consumers (Yakhlef, 2015). Anyhow, when talking about the digital environment, there is a difference. Online customer experience is an implementation of the concept of customer experience in the online environment (Domazet, Neogradi & Simović, 2019). However, the term "user experience", which is widely used today, comes from the field of user interface design and refers to the aspect that is described as experience. The user experience is defined as "the overall interaction with the object as well as the thoughts, feelings, and perceptions that result from that interaction" (Albert & Tullis, 2013).

However, in relation to the quality of service or loyalty, and even satisfaction, this topic is not thoroughly researched in scientific papers. Also, this term is often associated with entertainment industry organizations, such as amusement parks. Anyhow, where there are services, but also products, and customers, experiences will be - whether they are good, bad, or neutral. Every service comes with experience and all services or products, whatever they are, can engage customers emotionally (Berry & Carbone 2007). Many people equate experience with amusement, being only one type of desirable reaction, besides gaining someone's attention. In addition to amusement, as a domain of experience, learning occurs when the customer actively participates in informing, concluding, acquiring new knowledge and skills, i.e. when the customer's intellect is actively involved (Domazet, Đokić & Milovanov, 2018).

Customer experience management strengthens companies to lead consumer/user knowledge to improvements that lead to financial gains, such as (Havíř, 2017):

- Improving customer retention and loyalty
- Higher consumption of existing users
- Optimized process of acquiring new users
- Reduced customer service costs
- Increased brand awareness and its strength.

Managing user experience is more than a system of measuring and acting on the basis of user feedback. It is a discipline that begins with executive management and becomes a company culture. A commitment to customer research, employee involvement and continuous program innovation is needed. Reducing and closing the gap between what the company offers and what the user experience really is, requires data on experiences, and systems that will use them appropriately (Domazet, 2007).

In general, there is a certain gap between the perception of companies and customers in relation to what is experienced (Klaus & Maklan, 2013). Most companies, as many as 80 percent, describe the experience they deliver as superior, and only eight percent of customers describe the experience they receive in the same manner. Differentiation based only on traditional elements is no longer sustainable and growing number of authors consider customer experience as a new element of differentiation. To establish long-term relationships with customers, the number of points of contact with customers is increasing. Therefore, there is a need to manage what customers experience in each of the points of contact.

Companies are facing accelerated fragmentation of media and channels, and the management of this phenomenon, the so-called omni-channels, is the norm in today's business. In addition, social networks lead to more complex relationships among users, which poses a new challenge for companies. Companies have less and less control over the experience and the overall path of users, which creates new places to interact with the brand (Hanić & Domazet, 2011). Both academia and practice agree that the overall user experience is a multidimensional construct that includes several components - thinking, emotions, behavior, feelings, and the social component that are a response to what a company offers all the way to user decision making (Schmitt 1999; Verhoef et al., 2009). Anyhow, experience alone can relate to specific aspects of the offering, such as brand or technology, and consists of individual company and customer contacts at contact points. Also, experience is gained at each point of contact in multiple stages of a single user's decision making (Verhoef et al. 2009).

Researching the user experience is a very important challenge for researchers in the years ahead, due to the growing number and complexity of brand and customer contact points, and the belief that a strong, positive experience within the user path results in several levels - positive word of mouth, loyalty growth and higher conversion rates of each point of contact with the brand (De Bruyn & Lilien, 2008). The user experience is a dynamic process, traveling with the company along the shopping cycle through different points of contact with the brand. The process consists of a pre-purchase phase, a purchase phase and a post-purchase phase. In each phase, experience is gained through points of contact, of which only a few are under the control of companies. The first phase includes all user interactions with the brand and its category, before the transaction or purchase. These behaviors include recognizing the need for specific product or service, searching for information, and considering product purchase. In the second phase, the purchase process itself is observed, including selection, ordering and payment. Although this activity takes the least time to perform, so to speak it is a matter of seconds, the most attention in the marketing literature is paid to this very phase. Many researchers deal with the influence of marketing activities on the purchase decision - e.g., Kotler and Keller (2017), see marketing mix and its influence, and Berry, Carbone and Hackel (2002) who argue on environment and atmosphere.

On the other hand, research findings on optimal product assortment conclude that, sometimes, too much information make customers stop searching for products as they are overwhelmed with options. Therefore, this often results with customers giving up on their purchase intentions. Similar conclusions are obtained when it comes to online behavior (McGrath, 2010). The third phase consists of interactions with the brand after the purchase - use or consumption, expressing interest in additional services and brand engagement. At this stage, the product or service is a critical point. Accordingly, many researches deal with the experience of product consumption or use, the decision to return the product, buy it again, or tell someone, praise the product and retell their experience. In addition to these topics, loyalty is also mentioned as an important phase of customer-product interaction. In the post-purchase phase, customers may re-purchase the product or considerate other alternatives.

In this paper, the customer journey path is discussed in the context of automotive lubricant industry. Both customer and company aspect are observed. Key points are identified, including those in which customers continue or interrupt their journey, with the aim of optimizing and improving the points that the company can manage.

INTEGRATED MARKETING COMMUNICATION CONCEPT

Companies focus on the manners in which users interact with multiple points of contact. Moreover, companies' focus is on observing how customers progress from consideration, search and purchase to use, repurchase and eventual dissemination of good impressions and experiences to others. Analysis of customer journey path, i.e. user experience, is an important step in understanding it, in order to maximize the effects of marketing communications. The aim of the analysis is to describe that path and understand the options and choices in each of the phases.

In the paper Batra and Keller (2016) two communication models are combined into one concept, including different media and their capabilities on the one hand and user decision-making paths and points of contact on the other, ensuring aim fulfillment, i.e. reaching desired outcome. This model answers questions about the effects of various types of communication and communication platforms which best encourage the achievement of communication goals in each of the phases of the customer path. Moreover, the model provides an insight into the manner in which all of these options can be integrated to maximize the effects of business communications. According to the authors, a model which is clear, understandable and dynamic was needed by both managers and academia. Therefore, the research conducted in this paper builds upon it, exploring the possibilities on the example of automotive lubricants market. In order to develop a well-integrated marketing communications program, it is of interest to first understand how communication fits into the customer decision-making path. The resources available to the customer, his or her mindset in receiving and processing different messages, as well as the outcomes of these messages are equally important (Kerr, Patti, 2015). It is important to recognize what knowledge, attitudes and tendencies towards certain actions each customer has, plus the level of customer interest in a certain message, product or service.

The outcomes of communication are numerous, from familiarity, transmitting information or creating emotional connections and establishing trust, to taking action and recommending a brand (Cvetkov-Čikošev, 2019). Which outcome will occur, and to what extent, depends on the effects of the interaction, customer characteristics, the content of the message and the context in which it is processed.

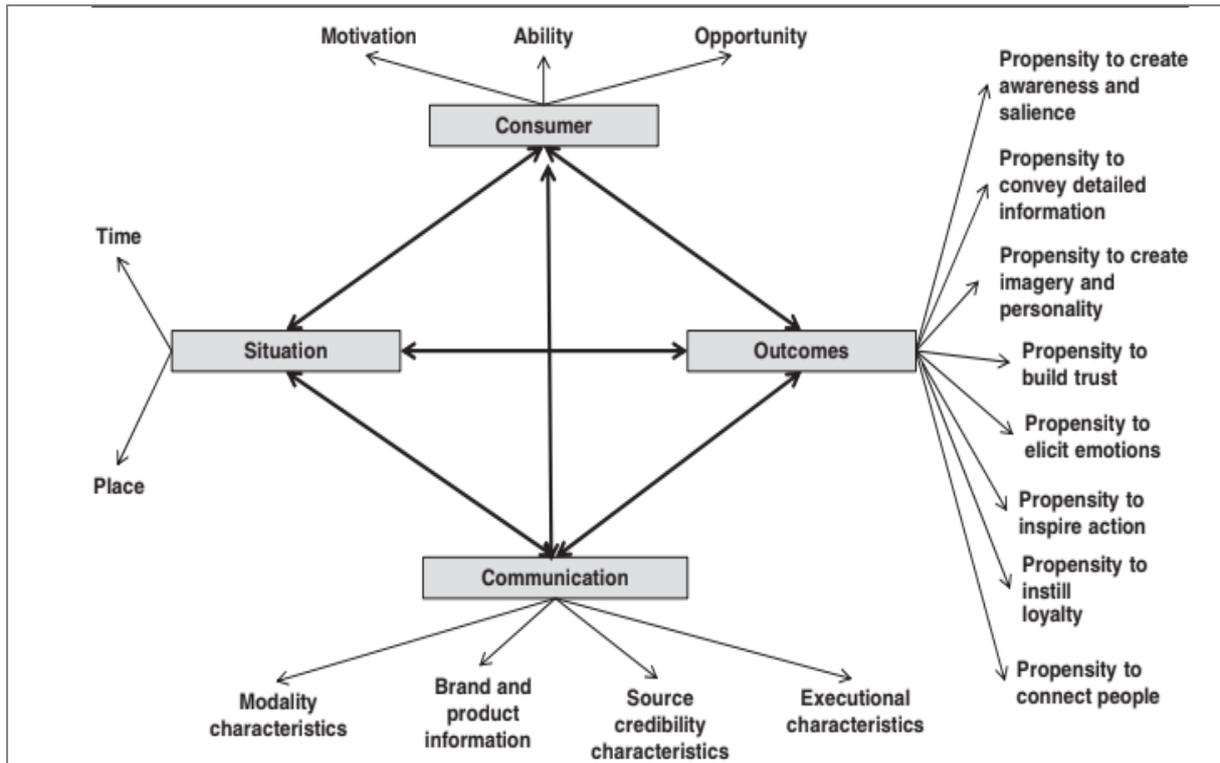


Figure 1. The influence of different factors on communication

Source: Batra & Keller (2016)

Many studies indicate that customer characteristics, i.e. motivation, ability and opportunities to understand communication, affect the intensity and direction of that understanding, i.e. the outcomes of communication. If there is no motivation, ability and opportunity, the communication itself can result with no outcome or lead to an unwanted outcome (misunderstandings, inadequate actions, etc.). Motivation and abilities are clear characteristics of potential customer. The possibility of processing communication in general is determined by the way in which that communication takes place, which channel of communication is used, as well as the context in which the message is received.

The motivation or desire to comprehend an information varies in relation to whether and how customer perceives the brand as helpful in performing a certain task. The complexity of this process is increased by the level of risk and the level of importance of the category itself - the geo-location of the user for receiving and interpreting the message on a mobile device or the level of search, e.g. retargeting in online advertising. Situational factors also affect the aspect of the emotional state of the user and the willingness and desire to obtain information. In addition, the manner in which customer processes information depends on previous knowledge and knowledge of the brand and category.

At the beginning of the search for the category, potential users will probably not be able to understand in detail the comparison of different attributes. Anyhow, they should still understand which brands are more or less relevant and which will enter the selection and be elected at the moment of making a purchase decision. Interactions between motivation, ability, and situational factors have a significant impact on communication planning (Pickton & Broderick, 2004). For example, SMS messages about a brand can be received in a moment of high motivation, but the situation might not be suitable for adequate processing of the message. Messages received through social networks, from verified sources and friends, have high credibility, but it can happen that these friends cannot provide the level of detail that is needed to make a purchase decision.

The aims of communication can be:

- **Creating familiarity and recognition**

The foundation of any brand or marketing activity is creating awareness and ensuring that the brand takes up enough space in memory, and that it is thought of in the right way, in the right place and at the right time. According to Keller (2009), a good place of a brand in memory is achieved when the brand is associated with different clues - category, situations or needs. In some cases, for example with new products, it is necessary to be aware of the unmet needs and the brand that addresses that need.

- **Transmitting detailed information**

After creating awareness, it is necessary to convince customers of product or service benefits. Convincing customers of brand performance is based on the importance of the benefits that the brand or service has for consumers, and the understanding that the brand is able to meet those benefits more appropriately. In today's world, where there is too much information and little attention, it is a great challenge to efficiently deliver detailed information about a particular product or service.

- **Creating brand image and personality**

The most successful brands offer two types of benefits for customers, both tangible and intangible ones. Brand stories can be told through different types of people and situations in which they use the brand and thus paint the image that is built around the brand. The brand personality is in fact compiled of all human qualities that customers assign to the brand - honesty, competency, amusement, which influences customer self-perception and customer-brand relationship.

- **Building trust**

Even in a situation where customers receive and process information, it is possible that they will not use it to make a judgment and decision if they do not consider it credible and trustworthy. Literature indicates that one often encounters the "source effect", which speaks of the important role that the source has, i.e. credibility, expertise, likeability, etc. in order to process a particular message. Customers are increasingly skeptical and knowledgeable, and there is a great need for authentic messages and products. Social networks and communication on these channels with friends and acquaintances indicate the great importance of messages that originate from well-known, trusted sources, in relation to distant sources clearly motivated to sell the product.

- **Provoking emotions**

The importance of emotional, social and symbolic influence on the motivation to buy a product has been well-known both in theory and practice. Brands can increase their overall perceived value by adding emotional or social benefits in addition to functional ones. The messages that brands send can influence this perceived added value, through, for example, the mechanism of cultural significance. A wide range of benefits helps to evoke emotions that influence consumer decision making.

- **Inspiring action**

Received, processed and accepted message may influence preferences and choices, but not necessarily lead to action and desired behavior. The causes can be various, but the essence is the lack of appropriate connection between understanding, influence and behavior (Lazarević-Moravčević, 2019). Therefore, it is often necessary to send special messages that aim at a certain action, i.e. the behavior of customers who are already positively oriented towards the brand.

- **Building loyalty**

After the interaction with the product or brand, customers evaluate the level of their satisfaction, how much their expectations are in line with product experience, which is usually the result of marketing activities, i.e. communications. Satisfaction management is an essential part of a broader goal - strengthening loyalty and avoiding customer churn.

- **Connecting people**

Customer satisfaction should lead to repurchase and loyalty, but not necessarily to brand recommendation. The recommendation and WOM are extremely important in the service sector, without which potential users cannot obtain tangible and credible evidence of quality and trust. In order for a recommendation to be made, customers should be in frequent contact with the brand and the brand should influence the development of brand love. One of the ways that brand love can be developed is by taking into consideration the role that the brand has for the customer. The brand can become symbolically and emotionally important, not just functionally. Moreover, the messages that the brand sends to current customers should be motivating in the sense that they want to convey them to their friends and acquaintances.

METHODOLOGY AND RESULTS

For the purposes of a research conducted in this paper, a survey questionnaire was developed. It included questions related to visits and purchases at gas stations, as the sale of Nisotec oils and lubricants is mostly realized at gas stations due to its greatest availability in this sales channel. Moreover, questions related to brand and automotive lubricants market knowledge, as well as the use of different sources of information on these products were included. The research was conducted at the Novi Sad Fair in May 2018, on a sample of 800 respondents who visited the fair event. The questionnaire, as a research instrument, focused on the analysis of the effects of the type and manner of communication of motor oil brands, consumer confidence in the analyzed brands, as well as their visibility.

The structure of the respondents was conditioned by the fact that they were visitors of the fair, thus forming an unrepresentative sample (Table 1). The largest number of respondents were visitors from Vojvodina and Belgrade, compared to the shares of these regions in the nationally representative sample. Also, the structure differs by age and gender in relation to the structure of the sample for the Brand tracking studio - the visitors of the Novi Sad Fair were mostly men and older drivers in relation to the representative sample.

Table 1. Sample structure

Gender	In %
Male	77%
Female	23%
Total	100%
Age (years)	In %
18-30	11%
31-50	42%
More than 50	47%
Total	100%
Driver	In %
Yes	82%
No	18%
Total	100%

Source: Authors' research

The questionnaire consisted of the demographic set of questions, including age, gender, car ownership and driving status. The following segments of the research were: knowledge and use of motor oil brands, and the influence of communication on decision making, as well as the application of different types of communication of the Nisotec brand.

The empirical research resulted in primary data that represented a valuable and compatible analytical segment with secondary data from the research study (Brand tracking), which has been conducted by NIS for several years.

Results

The analysis of responses of different age groups was mostly conditioned by differences in attitudes towards technology, and the use of different types of media. Changes in media use, especially by younger generations of customers, have caused advertisers to rely less on traditional media and more on other types of direct marketing, such as internet advertising, direct advertising, consumer-generated advertising, and buzz marketing. As a result of social networks emergence and their rapidly growing popularity, companies are realizing the need to be present in digital media and are beginning to develop marketing plans for digital communications.

Generation Y members, the so-called millennials, represent an important market segment for which digital marketing content is created. The upbringing of this generation was accompanied by the development of digital technologies, which influenced the way they think, approach information and process them (Vukmirović, Kostić-Stanković & Domazet, 2020). Undoubtedly, the effects of digital marketing communication on this market segment will be even more evident when correlated with realized sales results.

In this regard, it is believed that the Internet and social networks, as well as new technologies, have empowered Generation Y to actively participate not only in collecting information about products and brands, but also in the process of their creation and improvement (Domazet, Lazić & Simović 2014). As a consequence, the role of the customer during the value creation process changed. They are no longer a passive factor to which the value created by companies is simply delivered. Customer has become an active factor that has a significant role in the value creation process, i.e. co-creator of value.

The results of a research conducted in this study indicated that the highest influence on decision making has the recommendation of mechanics (Chart 1). As many as 80% of survey participant said that this manner of communication has a high or highest influence on their decision-making (grades 4 and 5, on a scale of 1-5). The second most trusted source are family members and friends, or their recommendations, which were especially emphasized by female participants, who seem to be much less cognitively involved in the choice of motor oils. Also, they are much more susceptible to the adoption of information from sellers at gas stations, and react to actions and promotions.

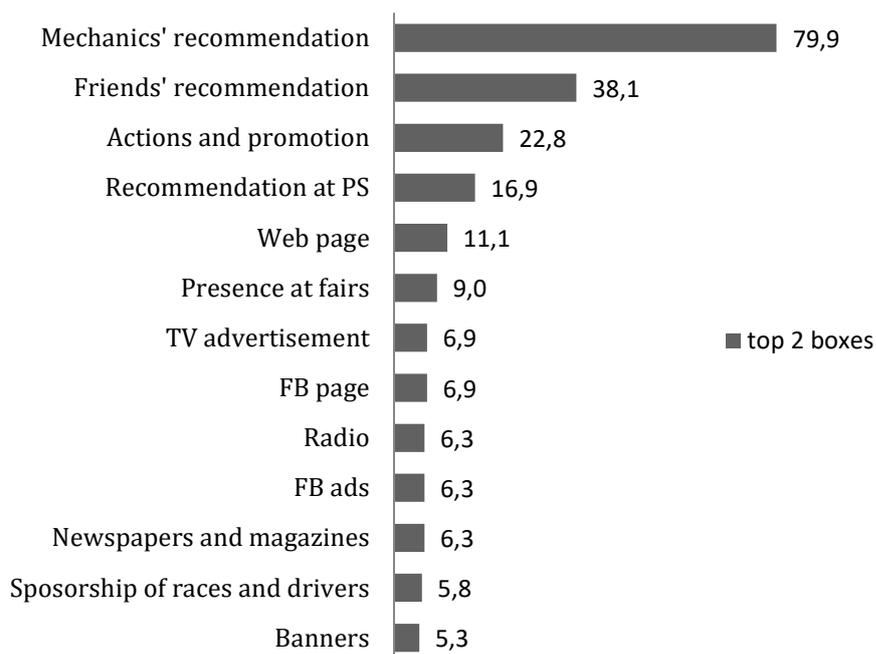


Figure 2. Distribution of answers on the most trusted sources of information when deciding on motor oil brand purchase

Source: Authors' research

Observing the communication of the Nisotec brand, Graph 2 indicates that the majority of survey participants has noticed marketing communication initiatives at gas stations, followed by sales promotions. The fact is that many automotive lubricants customers visit Nis Petrol gas stations, and the employees at the gas stations perform their task conscientiously and recommend Nisotec to customers. On the other hand, it is even more important that customers who shop at Nis gas stations are aware of company's communication initiatives. Similarly, customers are highly aware of sales promotion initiatives. In the case of gas stations as communication channels, the aim to introduce fuel customers with an additional range, more precisely the Nisotec range, has been met.

Interestingly, although survey participants were fair events visitors, only 40% of respondents confirmed that they noticed promotion initiatives during fair events, probably thinking of another fair they visited or not considering fair events as a type of communication. There is a difference between subgroups on this issue. Namely, men noticed race and driver sponsorships significantly more than women, while women more often notice friends' recommendations and advertisements in newspapers and magazines. The respondents from the group of older than 50 years stated that they had noticed any communication from Nisotec to a lesser extent when compared to the younger respondents. Respondents between 30 and 50 years of age are more likely to say that they have noticed advertising in newspapers and magazines and on the radio, as they use those media to collect information more often than respondents from other age groups.

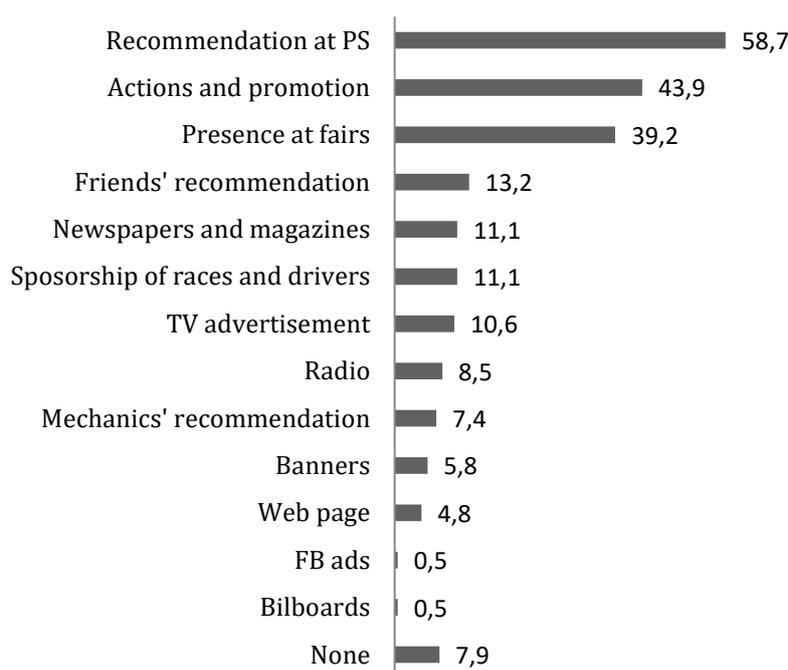


Figure 3. Distribution of answers on the channel through which Nisotec brand advertising was noticed

Source: Authors' research

Observing the attitudes of different groups of respondents, the most important aspect of communication is its impact on purchase intention. Namely, certain types of communication are easier to remember, remain in memory longer and generally have a greater or lesser reach.

In general, it is clear that advertising at gas stations will be the most frequently mentioned type of communication as visitors to the fair and NIS stand are more likely to be the visitors of gas stations. Also, visits to gas stations are a relatively frequent activity. Understandably, when making a contact with employees it is somewhat inevitable to obtain information about a particular sales promotion initiative, including Nisotec brand. On the other hand, research results imply that there are differences between those who are aware of the brand and those who purchase it, in relation to the type of communication they prefer. Namely, respondents who do not purchase the brand, but are aware of it, notice radio advertisements and sponsorship collaborations with professional drivers more often. In that sense, it can be said that these two channels of communication affect the brand's popularity and attractiveness. Anyhow, as these respondents do not purchase the brand, the awareness itself is not an important motivator which will lead to a purchase decision.

Nisotec customers respond favourably to advertising on digital channels, especially on the official website, as well as social media networks. Even though the popularity of these media within survey sample was not high, it still indicates that there are those who can remember the advertisements distributed through these channels. It should be borne in mind that the respondents were not shown Nisotec advertising visual solutions, which would lead to higher scores in memory. Also, the role of digital channels seems to be twofold as they allow for the distribution of detailed information on the quality of lubricants, product tests performed and other information that give credibility to this brand.

Table 2. Most trusted sources on motor oil information

Which sources of information do you trust the most when choosing motor oil brand?	Nisotec customers	Other customers
Motor oil quality	67.1%	50.9%
Mechanic/auto repair shop recommendation	39.7%	50.7%
Price	39.6%	27.4%
Friends' recommendation	21.3%	16.9%
Location of motor oil vendor	27.9%	12.8%
Motor oil brand	18.4%	11.6%
Recommendation from gas station employees	15.7%	4.3%
Advertisements	1.4%	1.1%
Other	0.0%	1.1%

Source: Brand tracking study 2018, authors' interpretation

On the other hand, the very fact that brand official website site exists and is regularly updated, indicates that the brand cares about its customers and builds trust and confidence. When it comes to advertising on social networks, younger respondents generate more favourable reactions. Apart from service information, to some extent there is an expectation of rewards for loyalty, be it a discount or promotional material. The activations on social networks which are rewarded, result with increased visits and higher number of engagements.

Taking into consideration the results of the Brand Tracking Study, which aims to monitor specific indicators such as knowledge, use, trust, recommendation and loyalty, which are observed as a measure of communication success, it can be concluded that marketing activities were successfully implemented. It has already been shown that certain types of communication have different characteristics and potentials, and that certain channels have different audiences, which generally and differently consume different content distributed through these media channels.

Table 3. Familiarity of automotive lubricant brands

Which brands of automotive lubricants from the list do you know?	18 - 24 yr.	25 - 34 yr.	35 - 44 yr.	45 - 54 yr.	55 - 64 yr.
Castrol	71.7%	80.8%	84.5%	82.5%	80.8%
Shell	57.5%	66.9%	68.7%	68.4%	65.2%
Optima-Modriča	53.7%	57.4%	68.5%	71.2%	73.9%
Mobil	56.4%	66.7%	64.9%	62.2%	61.8%
Galax	44.3%	52.2%	58.3%	60.3%	63.3%
Nisotec	55.6%	55.0%	58.9%	56.0%	45.5%
Total	49.0%	52.2%	53.1%	49.9%	48.3%
Luk oil	39.7%	40.5%	41.0%	38.9%	39.6%
MOL	24.9%	29.5%	31.5%	30.1%	30.3%
Texaco	16.7%	25.6%	28.4%	29.9%	31.3%
Fenix-FAM Kruševac	16.9%	21.8%	29.3%	28.3%	30.4%
Prista oil	8.4%	9.3%	11.1%	8.7%	10.7%
None	3.6%	0.9%	0.7%	1.2%	1.0%

Source: Brand tracking study 2018, authors' interpretation

When it comes to brand awareness, the results do not differ statistically among different age groups. This leads to the conclusion that marketing communication initiatives were appropriately created in order to be processed by all categories in an adequate way to make an impact.

In addition, many correlations were tested, where for the purposes of this paper one proven correlation was presented. The results presented in Table 4 indicate that there is a relationship between brand use and brand satisfaction. These results are an important predictor of future behaviour, as satisfied customers are more likely to repurchase a product they are satisfied with.

Table 4. Correlation of Nisotec brand use and brand satisfaction

		mlpi_1 Nisotec	mlcss_1 Nisotec
mlpi_1 Nisotec	Pearson Correlation	1	.247*
	Sig. (2-tailed)		.034
	N	334	74
mlcss_1 Nisotec	Pearson Correlation	.247*	1
	Sig. (2-tailed)	.034	
	N	74	75

*. Correlation is significant at the 0.05 level (2-tailed).¹

Source: Authors' research

This research does not explore in detail the decision-making path, i.e. it does not consider the very beginning of customer journey in which customers a brand research is conducted. In addition to all the above mentioned, we can conclude that satisfied customers are promoters of the brand, which provide recommendations to their friends and acquaintances. Besides gas stations, sales promotions, and fair promotions, friends' recommendations are remembered by every third respondent. Arguably, this percentage could be even higher, considering the possibility that respondents might have had difficulties recalling advertising initiatives at the moment of answering a questionnaire.

The idea of integrating marketing communication for Nisotec brand has always been present. Anyhow, the main step has been made by considering the customer journey concept and introducing this way of thinking. This includes reflecting on which stage is the customer when the company wants to propose the move to the next purchase phase and what activities should be undertaken to achieve the desired outcome. This implies that the company should know what information, in which manner and through which media should be delivered to the customer in order to provoke desired behaviour.

When each type of customer passes through this cognitive filter, the company can comprehend which activities overlap, which are important for everyone and which are necessary to carry out. Although this process is demanding, especially in the beginning of its implementation, and that NIS company is still in initial phase in terms of changing the established ways of thinking, it is very effective, and the assumption is that effects are yet to be seen.

¹ In the legend of the table, next to the correlation coefficient, one or two stars are added. One star indicates that the correlation is statistically significant, with a margin of error of 0.05, and two indicates that the correlation is statistically significant with a margin of error of 0.01. In this case, there is a possibility of an error of 0.05. *

CONCLUSION

Research results presented in this paper have a twofold significance. On one hand, they contribute to the development of the field of user experience through application in practice. On the other hand, they encourage marketing practitioners to further research the application of this concept in other industries. In the case of the Nisotec brand, the leading brand of motor oil in the automotive lubricants market, integrated marketing communications have a positive effect, while individual communication channels have different effects on different types and customer segments, which is the expected result according to basic product characteristics.

Digital channels such as forums, websites and social networks mostly influence the segment of younger customers who use these channels more intensively. This leads to the conclusion that for younger generations, those who are not familiar with life without the Internet and mobile phones, digital communication channels are very important. Therefore, brands must adapt their appearance and the content of messages they distribute via digital communication channels. Therein lies the biggest challenge, how to captivate their attention, activate and engage them and turn them into loyal customers and brand ambassadors.

However, additional research is needed in terms of younger generation's attitudes, as they are the active participants in creating marketing communication. This research found that the younger generations consume and create content differently, but it is necessary to learn more about their attitudes, in order to create an adequate mix of digital marketing communications. In the ideal scenario, with new knowledge, young people would be engaged in communication activities and satisfied with the interaction with companies. Accordingly, improved results would be achieved and the newly created, mostly digital communication. The same could be applied to other target groups, i.e. those that are not yet the independent drivers. Essentially, they have the greatest market potential for the company, because of the fact that they are entering the world of drivers and car use, and the question is how familiar are they with the concept of motor oil, the manners and reasons for its usage as well as the available brands of this product in the market.

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